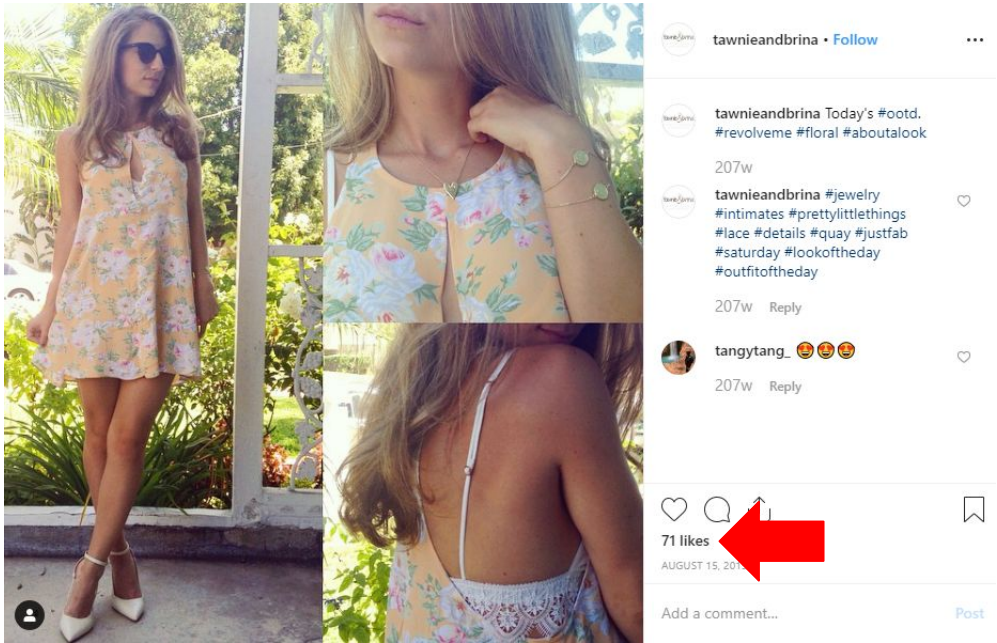
Instagram Engagement

Engagement is the name of the game for increasing your Instagram followers!



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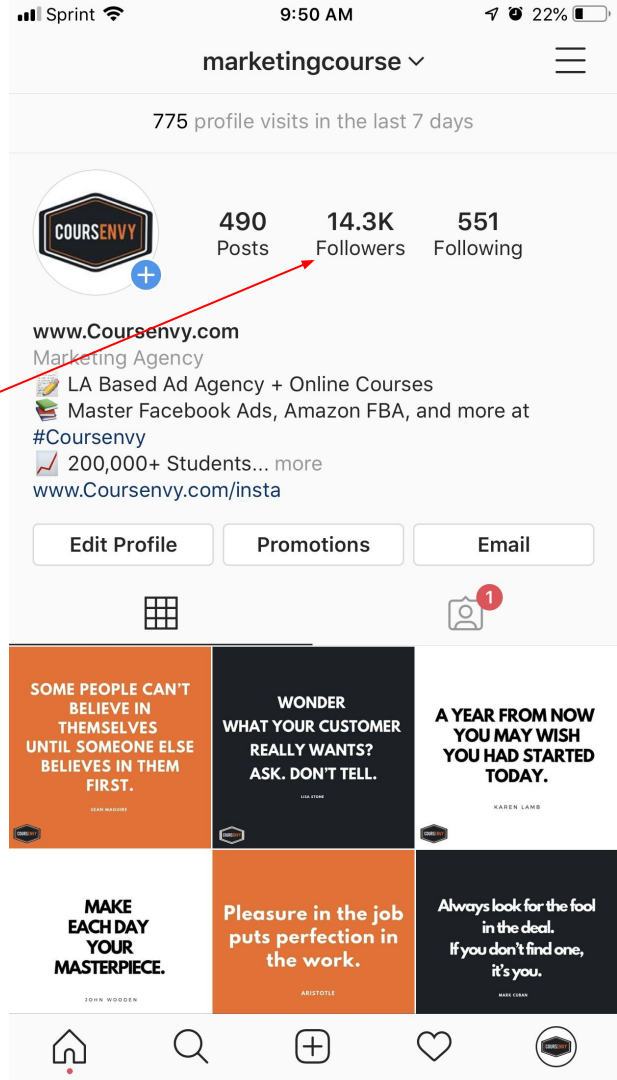
Follow Your Competition

- Follow 10 Instagram handles that are your direct competition.
- Go to their profile page.
- Click on their “Followers”.
- ENGAGE!



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What Do I Mean Engage?

These “Followers” obviously like your competition, hence they are following them. So by ENGAGING with them, you will likely gain them as a follower on your own page!

- LIKE
- COMMENT
- DIRECT MESSAGE
- TAG
- FOLLOW

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How I Engage

- I followed 100 of my competitor's followers.
- Next I followed 100 (of another one of my competitor's) followers, only this time I liked 2-3 photos on each the 100 user's accounts.
- Finally I followed 100 (of another one of my competitor's) followers, only this time I liked 2-3 photos on each the 100 user's accounts, plus I commented on at least 1 of each of the 100 user's photos.

Here are my results so far:

- Follow: **15% follow back**
- Follow + Like: **23% follow back**
- Follow + Like + Comment: **35% follow back**

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Engagement Automation

The task of Following, Liking and Commenting on your **competitors followers** can get monotonous quickly!

- Find and follow your top 10-20 competitors on Instagram.
- Write 10 “canned comments” to post on pictures, such as: “Love this (heart emoji)”, “Awesome”, “Nice”.
- Hire a freelancer on Fiverr, Upwork, or any other freelance website, to login to your Instagram account and continually Follow, Like, and Comment on your competitors followers.
- Every 7 days I like to have my freelancer mass unfollow the users they followed. Instagram limits your account “following” to 7,500 people.

The goal is a 35% follow back rate!

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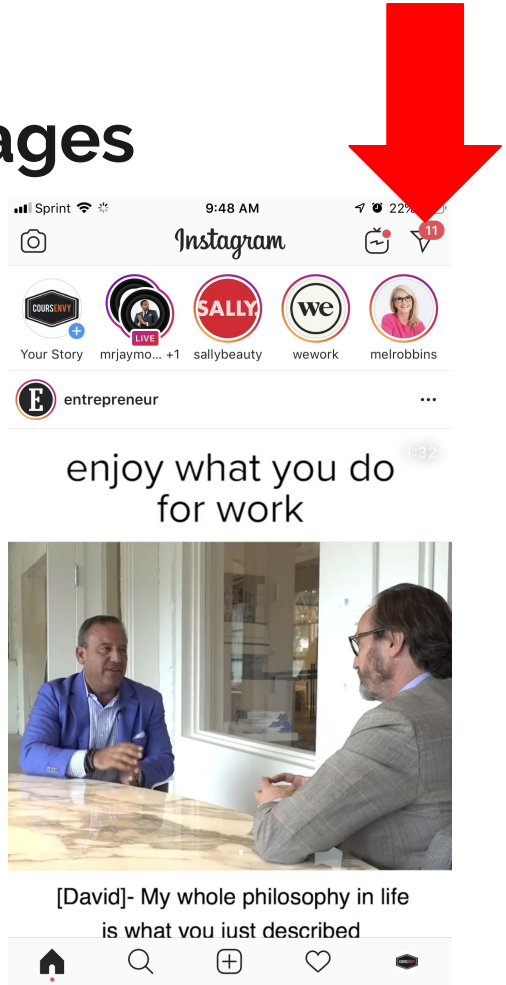
Engagement Ideas - Instagram Messages

Instagram allows users to send messages, pictures and videos to other users privately via **Instagram Messages**!

- This is an amazing way to reach your MOST engaged fans via a personal message!
- This personal touch can lead to all these “special” fans telling their friends about you and even screenshotting/sharing your direct message with their following!
- Consider sending special promotions, fun “insider” videos, a contest JUST for your highly active fans (most likes/comments on your posts), invite them to a Q&A for your next product launch, etc.
- Avoid spammy things in Messages. Think of these direct Messages as the “insider scoop” posts to your best fans!



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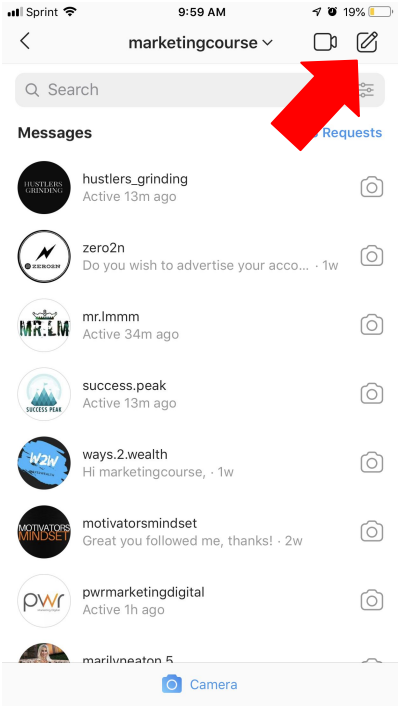
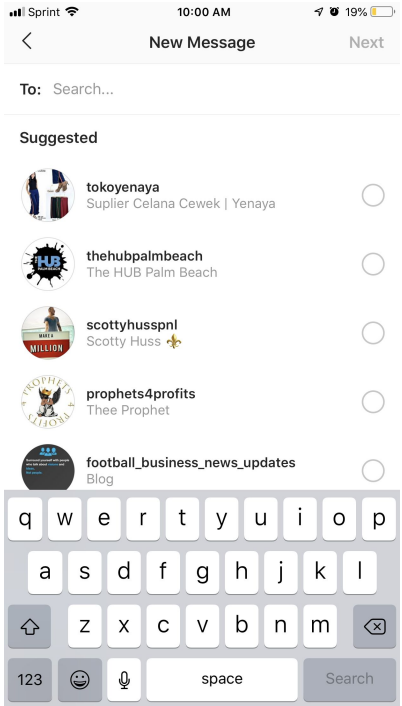
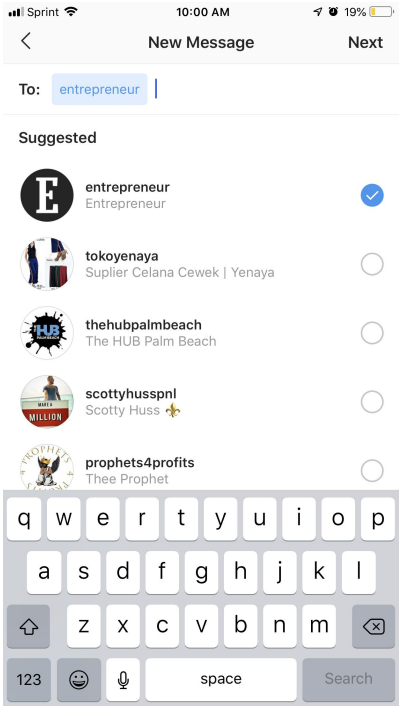
Instagram Messaging 101







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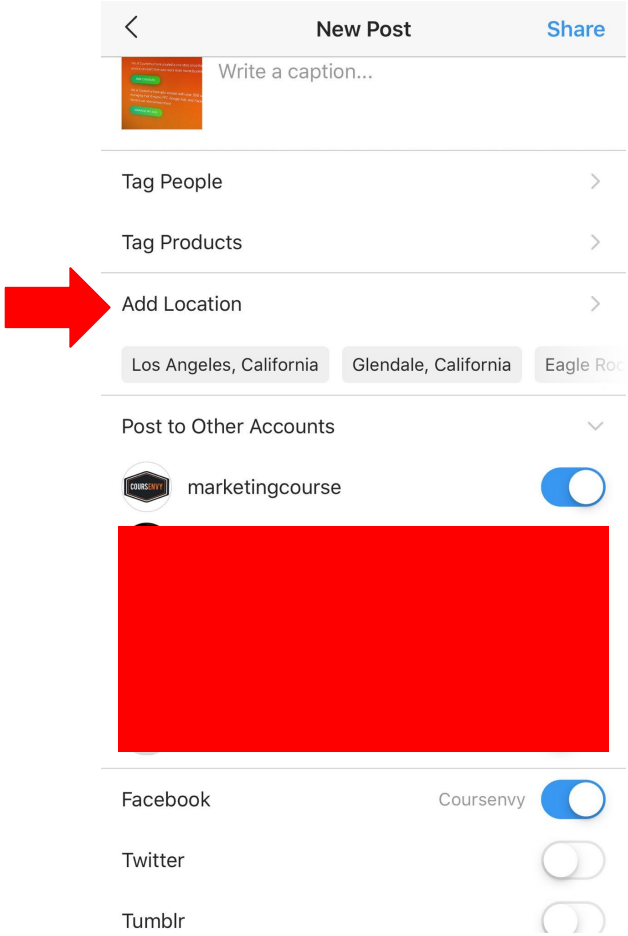
Engagement Ideas - Location

- For location based businesses, ALWAYS add your location to your Instagram posts!
- If you added your address to your Instagram Business Profile, when an Instagram user posts a photo from your location (i.e. a photo of their meal at your restaurant) and select the “Add Location” option for Instagram post, Instagram will offer your location name as a tagging option.
- When you click the location link on any post, you will see all the photos and videos taken at that location. This is a great area to **find local users to engage with**!



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Add Your Business Location to Instagram

To edit your business information on Instagram:

1. Go to your business account profile page.
2. Tap Edit Profile.
3. Under Business Information, click Contact Options.
4. Add your business address.
5. Once you've finished updating your business info, Tap Done to return to your profile.

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Engagement Ideas - Contests

Hosting giveaways and contests are a great engagement boost idea ONCE you have a following big enough to justify giving away an item, service, etc.

- Offer a cash prize, free product/service, gift card, coupon code, photo repost, etc.
- Assign a unique hashtag (preferable no previous posts with that hashtag) to your contest.
- Require contest posts to include your hashtag and @handle in the caption, as well as them tagging your handle in the image.
- Give rules in your caption, whether the winner is your choice or if it is based on photo likes.
- Direct Message the winner via Instagram or email.

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Contest Example Text

💕A GIVEAWAY TO DYE FOR💕 in honor of #nationalgirlfriendsday we're giving you and your BFF the chance to win $1,000 worth of @grlfrnd_denim ! here's how to enter:

.

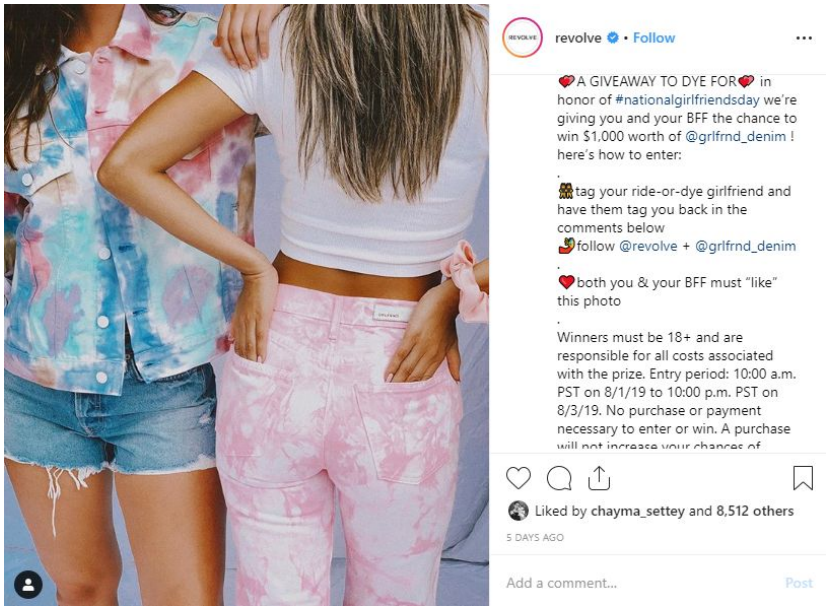
👯tag your ride-or-dye girlfriend and have them tag you back in the comments below

🛋️follow @revolve + @grlfrnd_denim.

❤️both you & your BFF must "like" this photo

.

Winners must be 18+ and are responsible for all costs associated with the prize. Entry period: 10:00 a.m. PST on 8/1/19 to 10:00 p.m. PST on 8/3/19. No purchase or payment necessary to enter or win. A purchase will not increase your chances of winning. Odds of winning depend on the number of eligible entries received. One winner will be randomly chosen among all eligible entrants who are persons who follow the steps listed above or enter via the alternate mail-in method of entry. Void where prohibited. See official rules for more details: http://rvlv.me/nationalgirlfriendsdaysweeps


revolve • Follow
💕A GIVEAWAY TO DYE FOR💕 in honor of #nationalgirlfriendsday we're giving you and your BFF the chance to win $1,000 worth of @grlfrnd_denim ! here's how to enter:
.
👯tag your ride-or-dye girlfriend and have them tag you back in the comments below
🛋️follow @revolve + @grlfrnd_denim
.
❤️both you & your BFF must "like" this photo
.
Winners must be 18+ and are responsible for all costs associated with the prize. Entry period: 10:00 a.m. PST on 8/1/19 to 10:00 p.m. PST on 8/3/19. No purchase or payment necessary to enter or win. A purchase
Liked by chayma_settey and 8,512 others
5 DAYS AGO
Add a comment...
Post

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Engagement Ideas – Loop Giveaways

A **Loop Giveaway** is a contest on Instagram and incorporates anywhere from 5-30 (or more!) brands that are interested in hosting a multi brand/product contest.

- In a loop giveaway, all of the brands post the same promotional image to Instagram at the same time, tagging the next person in the loop and leaving detailed instructions for how to participate within the image caption. In order to enter the giveaway, participants must like the image, follow the account, tap the photo to see who is tagged, and click on the tag to find the same image on the next account. Participants have to repeat that same "like and follow" pattern until they complete the loop and end up on the account they started with. The winner is chosen at random at the end of the giveaway period.

- Loop Giveaways are extremely helpful for emerging brands because it allows you to piggyback on other established brands to increase followers.

- Search **#loopgiveaway** on Instagram and see what other brands have done in the past.

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Engagement Ideas – Cross Promote

- Like I mentioned in the IFTTT lecture, cross promote your Instagram handle on other social media networks!
- Promote your Instagram @username on other channels such as Twitter, Facebook, Snapchat, etc.
- Have a sign at your checkout counter in your store that reminds your customers to **FOLLOW US ON INSTAGRAM @HANDLE**

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